

An interview with: Chris Elliott - A rare chance to bolster
your business success by learning from the marketer
who is paid over \$1000 for just 45 minutes of his time



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The main interview with Chris Elliott discusses everything from list building, the writing of articles, getting published and various other marketing methods. Audio is included in the package. This section ends at the 55 minute mark and moves on to the Q&A.

Section 2 – Interview Q&A

The interview room opens up to the floor for a free question and answer period with the listeners. Audio is included in the package.

Interview Begins



Rob – *Hello and welcome to this interview with Chris Elliott of Marketing Rush. Hi Chris and thanks so much for joining us, and a warm welcome to everyone that's catching the recording. One of the things that I think will most impress you about Chris is the way he can make complex issues start to fall in to place. We'll initially be opening with an interview on that, and then opening up the floor for you to ask questions. So let's get underway, kicking off with the interview. So Chris, before we get into the marketing side of things, I'm sure most of the people here at the seminar would love to know a little bit about you, your marketing background, and when you got started on the net.*

Chris – Ok, well as you guys know, my name is Chris Elliott. I got started in one fashion of online marketing about ten years ago. I started off by building websites for independent musicians on mp3.com. That was pretty much my first footstep in to the world of online marketing, and after going through and doing some research online, learning how to maybe market myself better I came across a guru called Terry Dean. I really enjoyed his products and reading his books. I actually bought the rights to one of them which was my first dive into actually being in to internet marketing full time.

I then got a couple of JV partners and made a few thousand dollars in my first month marketing that product. Ever since then it's really taken off, and I really fell in love with it. I've learned quite a bit, I've done a lot of writing myself, a lot of research and testing. It's just come out great.

I'm also from Alaska, I live in Anchorage, Alaska, I've lived in Takoma, Washington, and had a brief stint in Boise, Idaho, and travelled to a lot of cities on the West Coast. But I'm back here in Alaska, and it's pretty cold *laughs*. Hoping one day for somewhere warm, but this is a pretty cool place to live.

Rob – *Yeah, I'm a fan of the TV show Northern Exposure, and it does seem to be a unique state to live in. Have you found that that's given you any insights into working on the net living in an area like Alaska, as opposed to perhaps being in San Francisco or somewhere where all the internet activity is happening Chris?*

Chris – Yeah, I've noticed that quite a bit living in Alaska, I mean I think our population here in Anchorage which is the big city, is about 600,000 people, and the majority of our industry here is tourism, so we really cater to the customer because that's what really brings in the money here (other than oil). You'll notice that you get great customer service. For instance at restaurants that serve home style Alaskan food, you'll get large portions, the beef all looks good, it's all home made food, and you leave full, happy and ready to tell a friend – That's one thing I pull away from here where tourism is so major.

Rob – *Excellent. Now, for those of you who haven't been on to Chris' site, I'd really suggest you click on the link and have a look at the huge range of marketing articles that are available to you. Free access too. One of the things that I was particularly impressed with is the checklists you've developed for topics such as ad copywriting. What are some of the most common mistakes that you see in ad copywriting Chris?*

Chris – Well some of the stuff that I've been noticing in peoples writing, is that they're trying to be original or cute when they're writing ads, and it really, really dilutes the response. They're trying to develop something all new in the world of advertising, and most of the time it ends up making them land right on their face. They'll try and be cute, for example, I'm not going to name names, but I recently saw a sales letter from a good buddy of mine actually, and his headline read $4+3+1=8$ or something, and wow, that made sense if you read the letter, but it didn't make someone want to read the letter, so that really caught my eye there.

The main thing people make mistakes on is that they're not running with proven ads. Take an ad, create yourself a swipe file of the successful ones. Model your headlines, model your benefits, model your guarantee after something that's already been proven effective. You don't want to try and be the original source of an ad when you've got thousands, tens of thousands out there that you can pull, and model to your own product. They'll be effective, it's already been proven that they are.

Rob – *I think that's one of the things that is getting harder and harder with internet marketing copy, to stand out from the crowd because there is just so much happening there with the growth of the internet and so many people getting in to marketing. Are there any particular good attention grabbers that you can think of that the audience can learn from? You said you didn't think the 4+3+1 worked, what kind of attention grabbers do you use, are there any that you think people might be able to incorporate into marketing their business?*

Chris – Definitely. One of the big ones is audio. More and more people have begun using audio on their websites but one thing I've failed to see many people doing is offering a complete audio version of their sales letter. I mean, people will come and they'll have a brief introduction, audio, a button to click play and you'll get a message from the product creator, but one thing I've only seen maybe one or two people do in the last few years is actually read their entirely sales letter and put that into an audio button.

Someone can click the button and listen to the sales letter versus reading it, or they can listen and read at the same time. This increases response, they're getting it in two mediums, they're getting text, they're getting audio. That's one thing that will really boost your response and get them more engaged in the copy.

Rob – *Right so that's actually doing an audio in exactly the same words that's in the sales copy, so people can skim down, but also have that option of just kicking back and listening to someone's voice, or do you do them slightly differently Chris?*

Chris – I would stick with exactly what you're saying on the sales letter. Skip over testimonials (testimonials from customers who are happy) just read your own writing, your own text and sales letter. Reading it is definitely something that injects your own personality into the sales letter as well. It's not just a cold web page, it actually has you and your personality there. So you create that personal relationship as well.

Rob – *Ok and just as far as quantifying things – you don't have to give exact numbers – you've indicated that you think that audio does improve the conversion rates, have you run campaigns and found that, or is it something by experience that you've learned?*

Chris – I actually have tested that. I have quite a few products that I own and that I have rights to, and some of my own products. I have tested audio on them, and audio increases sales. That's a proven fact. It does increase sales and it creates a relationship that text could never create. It is definitely a big boost in sales when you use it.

Rob – *Yes, I must admit, we're also big fans of audio and as I was saying to you before, we launched this Christmas card, which is actually an audio Christmas card to try and achieve the same sort of effect. Hopefully we'll see the sort of conversions that you're talking about.*

As far as standing out from the crowd, there are a lot of people these days in internet marketing that are running that proven standard format of a long form page that you've seen so many times, that you read down, and it's a long page of text with the yellow highlighted writing and so on. It is proven, but are

you suggesting to try and follow along and use things that have worked for other people, or do you think that it's starting to lose it's impact because so many of the pages are starting to look the same? Or doesn't that matter? Is it just the copy that counts? So, what do you think of the long form?

Chris – As far as long form and short form copy, my personal take on this from my personal testing is for a product that's under \$100, I usually go for short copy almost every time, because basically that's more of an impulse item, it's something people don't have to break the bank to buy, and they can purchase it without having to weight up all the pro's and con's and make that decision, or go and talk to someone before they make the purchase.

When you start getting over \$100, it starts getting harder and harder for people to break with the money so that's when you start using long copy – explaining more benefits, trying to break their defences down and show them exactly why this is going to solve their problems and why they have no risk such as longer guarantees, more bonuses, a better offer, explain more of what's actually in the course or the product, so that they know exactly what they're getting and they feel safe making the purchase. In short; for anything under \$100, short copy, anything over \$100, go for long copy and be very detailed.

Rob – *Ok, and as far as making you stand out from the crowd, you talked about how audio helps with that, are there any other visual elements or things that you think people could be doing with pages that they're designing themselves? They might be splash pages for a business opportunity, it might be for their own website to really try and grab that attention, to pull the clickthrough and to get people reading the copy?*

Chris – Ok for making pages stand out, one big one that a lot of people are starting to do (but not everyone is) is putting a picture of yourself on the site. Put a picture of yourself on the site, put up a picture of you with your family, do a voice introduction at the very beginning, or read the whole sales letter.

Put yourself into the page so you're making that connection personally with the visitor before they actually get into your ad. You're cultivating a relationship before you're selling them something. That can really help out.

And another thing that's simple, as a design element don't play the mystery game. I've seen some sites doing this. They'll sit there and they'll try and play the mystery game with what's actually in their product, not telling them what they're going to learn and exactly how it's going to help them. You need to get down and tell that person reading that webpage everything they're going to learn, just short of telling them exactly what's in the book, you need to tell them as much as possible.

If they have too many questions in their heads, they're just not going to buy it.

Rob – *Ok, so elaborate on some of that detail is a good way of getting people to hit that buy now link. I think this is one of those things that people are finding difficult. They might be getting traffic on to their sites, they might be measuring it, and people might be staying on the site for a while, but they're not clicking on that buy now link and taking it to the next stage. So what are some of the things that you can do to best close a prospect when they have hit your sales page?*

Chris – Once they've got there, and they're reading, a few ways that I have of closing are number one, a good guarantee. You need to reverse the risk and let them know that if they don't like it for any reason, they can get their money back. You don't want to make them feel like it's going to be hard, or it's going to create an enemy when they do that. You want to let them know that 'Hey, if you don't like this, I will refund your money, no questions asked. You'll get your money back, and we'll part as friends. If you treat people like that, you'll get them to buy again. I've had that happen.

Another one is a long form of a testimonial. What you do is find someone that you can give your product to for free. Do that with the precursor that they're going to write you a two to three page write-up on how you helped them, what they think of you, and exactly how your strategy has helped them. What you're doing there is basically taking a testimonial, and you're expanding on it, and turning it in to an actual real life, human story. That really helps peoples defences when they come to purchasing things from you. If you can relate to them, show them that you're someone else, just like them through a story then that really will break down the defence they have from making that purchase.

Rob – *Ok we have heard a number of people that we talk to, those who are being very successful really stressing the importance of the testimonials, the power of audio testimonials, and the long form testimonial which stands apart a little bit. One of the comments we had is that with some of the short text testimonials, people don't necessarily believe them, and start to get a little bit cynical about them and as to whether the webmaster has written them, or whether they are real ones. I can see how the long form ones like you described there would help overcome that. Are there any other tips for getting testimonials to work for you that you think people should be aware of Chris?*

Chris – Just to re-iterate what you said there, people have been getting more and more cynical with text testimonials, because it is really easy to fake them, and the credibility is not really there anymore. One thing that I do, you always want to make sure that if you have a testimonial that you actually have a picture of the person. That adds real life to it, and also audio is another great one to add to it. It adds another personality to your sales message.

Rob – *OK, terrific. Now we've got quite a few people who use traffic exchanges to advertise. Are there any things that you've seen, do you use traffic exchanges yourself? Do you use traffic page exchanges, and again, any suggestions on either web page copy or layout, or graphics, or attention grabbers for people that are designing things for traffic exchanges?*

Chris – **No, I don't use traffic exchanges.** I have very little experience with those, but the one that I did mess around with, I did manage to get a couple of leads out of. To pull leads out of them, all I did was put up a single lead capture page, I included a free marketing report or e-book, and got a professional e-cover for that to add value and make the person look at it and make them feel like they're getting something tangible. So they enter their name and their e-mail address and they got it for free. I was able to make a small list out of that and follow up with them and get them over to my main newsletter. My recommendation would be the first thing on that web page needs to be a professional e-cover graphic offering a free report. Make them think they're getting something of value from you so that you can get them on a list and follow up over and over.

Rob – *Ok, so you don't actually try to sell directly there, you just try and build yourself a list. Are there other forms or mediums of advertising either online or offline that you think are good ones to use as list builders?*

Chris – For list builders for me, my number one thing for building my list has been articles. When you publish articles and submit it to ezine directories, you build up a list of people who publish their own ezine, so you can e-mail the article and say go ahead and publish with my link included. That's been the number one thing for me and it hasn't cost me anything to do. Writing articles, researching and getting them out there in directories, on web pages and in newsletters has been the greatest thing for building my newsletter that I've ever done.

Rob – *And do you find that that actually becomes a bit viral? Is it just the people who sign up that you market to, or have you been able to generate some strong word of mouth with products like e-zine articles Chris?*

Chris – Yeah, as far as like viral marketing, the best thing I have done, and getting people to mention me without me having to compensate them in any way is to put out a good report. Either an e-course that has a professional graphic, that's like a 5-10 day course that's full of great content and doesn't sell them a bunch of stuff. I notice that people go out of their way to tell their friends about me, and I get those signups free.

Another one is giving away a free PDF report. I did this on my site, Trackbiz.com, I wrote a 22 page report on testing and tracking, and I gave that out about 6 months ago, and I've noticed people gave that away – it's been on websites, people e-mail about it and sign up for my list, so PDF reports are also a great way to do some viral marketing and get your name around the internet.

Rob – *You hear about people sending attractive women into bars increasing the sales of vodka, and suddenly we're starting to see some of these techniques offline. As far as online and offline viral marketing techniques, are there things that you've come across that really grabbed your attention as being great ideas, that perhaps how people listening to this could apply to their business?*

Chris – One that I've seen that I haven't actually tested myself, but I have a few friends that do this, is people advertising in big circulation newspapers and magazines. Like over here a big one is USA today. You can buy classifieds in these magazines for around \$500 for a three liner, and you put in a quick newsletter shout, the name of it, the content and then a link or a URL to the website so they can go sign up. I've seen people generate thousands of leads doing that, when you average that out per lead when

you're paying 5 or 600 dollars for an ad, it comes down to peanuts for the leads. Then you have yourself a list there, and that's all from offline.

Rob – *Terrific. You seem to get people focussing on online marketing or offline marketing. I haven't actually heard how people have found things by mixing the two. In writing a three liner, again are you focussing on giving away reports, or are there other things that you can do to get people to drive to that URL?*

Chris – Basically what you want to do is tell them the number one benefit they're getting from it. For example, if you're running a marketing newsletter 'boost your online profits in 24 hours – free online report' then your URL, they go to the URL and they're going to sign up. Again, when they get to that URL, you want to have lead capture pages, you want to have a few lines of enticing copy giving them five or six bullet points of what they're going to learn in the report, get them to sign up and deliver quality content, with no sales messages in the first few e-mails. When you've built a relationship you can start to work in some advertising in to your e-mails.

Rob – *Ok, lets just talk about that relationship building. I think there's a real skill to communicating so that people feel that they are getting to know you, and they don't think that they've just joined a list so they can be sold to. That's one of the things I think you clearly do very well. Any tips on how you go about replicating that? How do you impart your personality into it, how do you engage people so they do actually look out for your e-mail when it comes? And once you have started to get that happening, how do you start to introduce products and sales into that?*

Chris – Well injecting your personality into your e-mail list is as easy as saying what you did that day. Open your e-mail with a hello, use personalization software. 'Hi Frank, Chris here. Today while I was at the grocery store I was shopping for fried chicken.' And then maybe you lead into

an advertisement that you saw, and then you can talk about how that can relate to internet marketing. It's as simple as adding a one sentence blurb about something you did, or something about your wife or your kids. Just so you're creating that personal relationship so that they feel like they actually have a friend instead of a newsletter editor that's going to pump an ad to them.

As far as e-books and giving them away is concerned, the boom has pretty much come and gone. Yes there are still ebooks out there, but when you talk about an exe e-book that's a software, it's getting harder and harder to sell those online. With Microsofts new updates for XP, you can't even read half of them anymore, and the software may need e-mail clients, which is getting difficult now you can't even send exe files without being filtered. You can have higher protection as far as setting up password, but I would always go with a PDF or an e-course, never an e-book.

Rob – *Ok, talking further about mailing lists. How often would you e-mail your subscribers Chris?*

Chris – Mailing frequency has been an argument controversy between marketers and newsletter publishers for years. Some say never e-mail them more than twice a month, some people say they mail them every day. Personally, I do a combination of both. There will be times when I don't mail for three to four weeks. If I don't have anything to say, or if I don't see a product that I feel comfortable promoting in that time frame. But then there's also times when I'll go two weeks, mailing them every single day, fourteen days in a row. The key to it is you basically can mail them as much as you want as long as you develop that relationship. If you talk to them like a person, and not like an e-mail address that you want money out of they will be happy to get e-mails from you.

What I get when I mail 14 day in a row, I do get some un-subscriptions from people, but they're people I wouldn't want on my list anyway, because if they're going to unsubscribe after 14 days of e-mail from me, that's fine. I have more leads coming in.

Rob – *How often do you actually get the feedback from the subscribers? Do they drop you a line or send you an e-mail? Does the relationship build to that level? Also what percentage of your list would you consider yourself to be doing well if you had them engaged feedback?*

Chris – Yeah, every time I mail my list, I get responses from people, personal responses. I have a good relationship with them, so if I mail them out an ad for something and they have questions.. one thing I do when I mail out a review or an ad is I always end it with 'please e-mail me if you have any questions at all, I offer free support for anything that you need' and when they do, I knock out all their questions, that's no problem. When I mail out content, I usually get a lot of compliments from people thanking me for the content and comments like 'Keep it coming' and 'where do I send a testimonial?' things like that.

Rob – *Yeah, I think one of the things that I've enjoyed in reading through your articles is the way that you do write engaging content. Some people do find it difficult to write about themselves and to write it in a way that they think people will actually be interested in. Is this a skill that you were born with, or there tips that you've got for people as to how to write engaging content?*

Chris – I think everyone was born with the skill. I think that basically if you can talk you can inject your personality into writing. It's really easy. I'm not anything special, I'm not Stephen King, I'm not a New York Times Writer, I'm not big or anything like that. The simple thing is that you have to realize not everyone is going to like you - you can't please everybody. Write sincerely from your heart, be honest, write something you've done from the day, and

just be real with the people that you have on your list and you're going to have a following. That's just how it works. You're going to have a strong following of people that like you and your personality.

Rob – *Yeah, and I guess that's how the whole blog phenomenon really took off isn't it? Giving people the chance to become publishers and inject their own personality, when actually they set out to build a list. Ok, how about you tell us a bit about your product 'Become An Instant Article Publisher – Without Writing A Single Word'? Tell us how that product came to be and what it's about.*

Chris – The quick run down on that product is it's a huge collection of my articles, some published by big companies, many published to millions and millions as far as circulation through e-zines and websites. What I did is I basically gave you the opportunity to buy it for \$97, my whole collection of articles, and put your name on them, hence the title Instant Article Publisher. Put your name on it, claim it as yours. The only thing you can't do is you can't copyright it as yours, but you can use it as yours, put it on your website, make a product out of it, make a report out of it, pretty much anything you want to do.

Rob – *How many articles can people get with it Chris? Do you constantly add articles to it?*

Chris – Well, I think the initial package has about 20, a little over 20 in there, which were my most successful articles, but the big collection of articles that you see on my website, there's a surprise bonus after you purchase that's not advertised on the webpage, that is a collection of about 200 more articles which you can do the same thing with.

Rob – *Ok, one of the best stories that I heard about that after sale surprise is this woman that bought a luxury car and she's driving around doing the test drive, and the car salesman sat chatting away to her, asking her about her favourite sorts of music and so on, all very engaging. She decides to buy the car and when the car is delivered, there is a stack of her favourite CD's all sitting there. All of the sorts of musicians that she had talked about whilst she was going for the test drive, and she raved about it. Four or five of her friends then went out and bought Mercedes from this dealer. Do you make use of that after sale surprise with other things Chris?*

Chris – Definitely. Usually I'll have a surprise bonus right after they purchased on the download page, and then I follow up with free content and free additions to the product that they never even knew existed. They come two or three weeks later, and another trick of using bonuses and surprise bonuses is that you can make it greatly reduce refunds. What you do is have a bonus schedule after they purchase. You could say, alright, here's eight free bonuses that you're going to get, and you spread them out over the first 90 days giving all these free bonuses, and if you give a 90 day money back guarantee, that's going to stop them coming back and asking for a refund, because they want those bonuses on a time release schedule.

Rob – *Alright, thanks. Now I think we touched a little bit on this earlier, but one of the things that our listeners will be interested in is your advice on driving good quality traffic to business opportunity related websites. What are your favourite paid traffic generators, and also what are your favourite free traffic sources?*

Chris – My favourite free traffic sources are definitely articles. Articles are the most valuable tool. You can write a bunch of them, turn them into a product once you have a handful of them, you can send them to people, get them up on websites, use them to trade links with people and add value to a deal. You can submit them to directories, and get search engine traffic that way, you can put them up on your website, turn them into an audio products and so on. Articles are brilliant.

Get in the trenches, go to the message boards, subscribe to the e-zines, call people on the phone, read books, read sales letters and test what you're reading about and what you're finding out about in that market, and then write about it. Submit it to every article submission directory, make sure you find links, and you will start getting traffic in. It starts to snowball and you can't stop it.

As far as paid advertising, number one is ezine advertising. You can subscribe to about 10 ezines in your market, you subscribe to them and check them out for a couple of weeks to make sure they're sending out quality content, and then you approach them to buy a solo ad to go into their newsletter. You know for sure that's going out to a targeted list.

Then you have pay per click traffic which obviously is great, because you can set up a campaign, and what I've found is, people are neglecting Overture and smaller search engines now. I mean it's been bought by Yahoo, and you can get keywords that are even cheaper now than they were a couple of years ago in some markets and niches because everyone is going over to google and neglecting these search engines. So personally I have more experience with Overture (Yahoo now) and I always find it very profitable.

Rob – *Stepping back to when you were talking about submitting articles to directories and so on, are there any particular recommendations you'd like to give there, are there any that work better than others, any URL's that you could share with people?*

Chris – A big one as far as traffic goes seems to be articlecity.com. I actually have a list that's pretty extensive of article directories that's in my bookmarks, so if people want to e-mail me after this conference, I can go ahead and send you a resource e-mail, of tools and some article directories that I've used successfully.

Rob – *Yeah, that'd be terrific if you'd be prepared to share that Chris, thanks very much. Having read through your articles, one of the things that I was pleased to see was that you suggested providing chatrooms and forums to people as a way of starting to build things and creating communities was a good strategy for an internet business.*

Something that we want to do at co-op world is establish ourselves as a free venue where people can come along and create their own seminars, build a community and share information and knowledge. What experience have you actually had with hosting seminars, have you done it yourself, or have you maybe been talking to other people that have done it? What sort of benefits have they got from hosting their own seminars?

Chris – I haven't personally hosted seminars before, but I have spoken on quite a few. I've always found that those who hosted the seminar did incredibly well. It's great, I mean one word to describe it is put your own personality into the mind of your prospects, and it lets them know you're human, you're here and you care. That's a big thing – creating a relationship with people first, and then selling to them after you have that relationship. I think one thing that can be death to someone running a chat room, a forum or a teleseminar would be having it empty. If you have an empty message board and people see it, they're never going to come back to it. Especially when they just see a message from the creator, you can pretty much plan that they won't be coming back to it.

If you're going to launch a forum, chat room or teleseminar, that same day that you launch it, you want to be driving traffic to it and getting people involved right from the get-go so you create a good word of mouth effect and a good repeat visitor base.

An example would be using your e-mail list. Shoot an e-mail to them two or three days in a row, 'Get over here, post a message and I'll give you a free critique on this'. Get them there, and give them some incentive to stay there. If you don't have a list, get some pay per click traffic, go find a couple of

keywords in your market, and drive \$50 or \$100 worth of pay per click traffic to the chat room or the message board and get people involved. Get it going and it'll snowball after that.

Rob – *It's really tough, like that chicken and egg thing with community building. Getting to that critical mass where it flourishes and nurturing it through those early stages. Ok, voice over Internet – VOIP, it's been a big topic with Ebay taking over Skype, and Google moving into that space. What impact do you think VOIP is going to have on Internet marketing and broader marketing Chris?*

Chris – I think it's pretty much part of the plan of everything being integrated. If you've noticed everything has pretty much been getting closer and closer together – the tv, the phone, the internet, conferences, shopping, music. Everything is coming together and eventually in the not too far off future, everything is going to be one unit. We've already got media PC's that can already have all of that stuff, and voice over IP and audio conferencing is going to be a huge part of that, bringing that all together. Definitely jump on the bandwagon and get involved in it.

Rob – *Yeah, I think this has put quite a few eggs in our basket, that convergence of technologies, sometimes being one of the early movers when the technology isn't quite as robust as they will be, but we are starting to see more and more people get into things like podcasting, and blogging has been pretty good. Have you done any podcasting, or have you been speaking to people that have got involved with that? Are they starting to see results from it now, or is it again one of these things that still needs to be worked on, and it's a case of building and building and the rewards will come later down the track?*

Chris – Blogging and Podcasting, those are biggies now. They've really taken off. Fresh journal-like content and you've got audio and video on them. I've been testing them as well. On my MarketingRush.com site I have a blog there with very little content on it. I don't think that I've even posted recently, but that one page alone has got many of my pages indexed on the search engines.

I can't imagine what the results would be for myself personally if I was posting every day and putting new content up. I mean, it's mind boggling how quickly it happened. I have pages on my site that would have taken two or three months to get indexed, but they got in, in a week. That's definitely something you should be doing. In addition to that it's another tool that you can use to create relationships.

You're putting personal information in your blog which people really like, but you also have to be cautious. There are a lot of tools out there right now that automate blog posting, which is a big no-no. It's like spamming a blog basically. There is software out there that can post say 3000 messages on 3000 blogs that you didn't actually visit.

Also make sure that you're writing and posting original content, not just throwing up other peoples work on your blog. That'll definitely make you stand out from the crowd, get you more traffic and get your pages indexed faster. There's no reason for everyone here not to go sign up for a blog at blogger.com. It's free, it's easy, it's quick and you should be able to make your first post today. There's no excuse not to.

Rob – *Ok, and can you see any other emerging trends that you think people should be looking at to leverage their list building or their marketing efforts*
Chris?

Chris – The big things, are video and audio. I know there is an instant audio generator – I haven't tested that myself – but video and audio are definitely where the internet is going. You've got to think one word for the future of the

internet, and that's multimedia. Text and html webpages are going to be a thing of the past soon. Everything is going to a multimedia based model. Multimedia content, multimedia courses, audio and video courses. So think about that with your sales letters, audio and video, reports, audio and video, articles, audio and video, and products. You want everything to be in a multimedia format.

Rob – *Yeah and I guess one of the barriers to that has been people on dialup, but now more and more people are getting on to broadband, and some of those products are getting through dialup better. Alright, we've talked about things like list building, but we haven't talked about it specifically. I know many of the people that I talk to think that the only people that can build big lists are companies or program owners. Have you got any suggestions on how the average Joe can build a personal list that they can use to keep subscribers on side. I mean we talked already about articles and keeping a blog going. Are there other sorts of things that people can be doing to build a list themselves that they can use to leverage further down the track?*

Chris – Yeah, this is probably the number one thing that I've been asked by people – how to build a list. I can understand how it might be confusing, because there's so much stuff out there, so many articles, books and reports of people telling you how to build a list, and you know some of these courses have 20 DVD's on how to build a list. Some of them have a 200 page book on how to build a list. While there might be a lot of details in there, there's no need to have that much content to learn how to build a list.

The system that I've developed to build a list quickly, easily and cheaply, is to set up a lead capture page, which is basically a free report, or a free ecourse, with a professionally designed e-book cover graphic. The trick to build a list and get traffic there is to go to Overture (Yahoo) or adwords, and you want to put an ad up that pre-qualifies them.

You want to give them a free report, but you don't want them to know that. You want them to think that what they're clicking on costs them money. You want to say something like 'List building report, seven days, 37 dollars' and you want them to see that, so that when they get there and get onto your webpage that shows that it's free, you're going to increase your response big time, because they're going to get there and think that maybe this is a fluke, and they're going to sign up and the response will be much higher than if you said click here for a free course.

Right before they get there they have a \$37 price tag in their head, and when they get there, your course has a \$37 value to them subconsciously. So they sign up for it, and you can build your list that way. What you can do is drive PPC traffic to that page, and if you use that pre-qualifying technique of actually acting like you're going to be charging for it and then giving that away for free, you'll get the highest signup rates from pay per click traffic that you have ever heard of. That's an easy way to build a list. It takes nothing more than a PPC ad and lead capture page. Simple.

Rob – *Well, there's a take home message for everyone listening here, we've got a couple of take home messages and some calls to action, something you can be doing tomorrow to experience some greater success with things. We've probably got about ten minutes left until we move on to the workshop (Q&A) here, but before that I wanted to talk a little bit about joint ventures.*

You very briefly mentioned them earlier. How critical have they been in you getting some momentum with things, and what are the sorts of things that people should be trying to do to get into joint ventures. Perhaps thinking about it from the standpoint of your average Joe marketer, not necessarily those that have a whole lot of skills to build a program, but people who are serious about wanting to market serious business opportunities – what can they do to get involved with joint ventures?

Chris – Ok Joint Ventures - they're definitely a very profitable thing. You don't need to be a big guru or have a big e-mail list to get joint ventures. I have a couple of articles on my website about this, and basically what you want to do is spend a couple of hours in a day going through the top twenty sites. Type up your key phrase in 3 different search engines, go through those top 20 sites on each of the three search engines and find the name and the e-mail address of the site owner.

Take an e-mail template, insert their website and their name, personalize up the e-mail and send it to them, asking for a joint venture or a link exchange, or have them put your article on their website if they like it. You don't have to know the big guns to do it – in fact I just found the JV article and this gives you a six day plan on how to get JV partners in 30 minutes a day for 6 days. Take 6 days and 30 minutes per day and you'll have JV partners. There's even an e-mail template in here that I've wrote and I've used successfully that you can just copy, paste and just personalize for setting out joint venture requests.

This works phenomenally well. You don't need to know a big guru, you don't even need to have big money to do this. It's great.

Rob – *Excellent. Any other comments on joint ventures? Perhaps if you are a bigger person and if you are running a program, what are the sorts of things you can do to perhaps engage people to participate in finding people to come on board with your project and start working together?*

Chris – A big one that works very well is prizes, contests, cash prizes work well, electronic prizes such as laptops, IPODs, things like that. If you can set up a contest for thirty days, whoever generates the most sales in 30 days gets a 2500 dollar bonus or gets a free IPOD, or gets this laptop, and have pictures of it.

That can really increase someone's desire to do a joint venture with you. Contests have definitely been the big booster that I've seen. They've been going on for a long time. Once a month I've always seen someone doing one, and they've always worked out well. Definitely try and do a contest, if you're a medium to large sized marketer and you want to get more people involved in promoting your product.

Rob – *Ok that's interesting. We're very much going down that route here at co-op world with our treasure hunts where people can win prizes by clicking on ads and doing other things, but maybe we ought to take that a step further and get more prizes as rewards, get a few more contests going, not just with finding things, but perhaps with achieving certain goals.*

Alright, so there's some of the questions that I wanted to cover. I was quite keen to have this session be just under the one hour mark. I will kick into a second one where we start to open up to the floor to ask questions, and if we've got time we may even move into the work shopping where maybe if you've got a business that you're promoting, and you want to get some advice from Chris on it. So Chris, are there any other sort of closing comments on anything before we open up the recording into a Q&A?

Chris – Before we open up for questions, I just want to say that the biggest thing is people need to get started. People read 100 articles online, buy 20 ebooks and read those, they get so confused that they don't know where to start and they never do start. The number one thing is to put a website up. Put up a website, even if it's a crappy trashy looking site, put one up and modify it from there. Start now. You can buy a domain and get a free website template up, do it and build from there. It's a never-ending process. You're always refining, you're always tweaking, but the key is to actually get doing something.

Q&A Begins



Chris – So on that note, I think we can open up to the floor now. If you guys have any questions that you've been personally wondering about and would like to ask me now is the time. It could be a question about something you've tried that hasn't worked, or something that you need help on, go ahead and shoot.

Rob – *Before you do, I'm just going to start a second recording. So lets get underway with part two. Chris, thanks very much. I know we jumped around a bit with the topics, but from my end that was an excellent hour. Lots of gems in there. Very much appreciated, and we'd sure like to have to back for another one at some stage.*

54:24

Rob – *Alright, well we're on to part two of this recording. My name's Rob Anderson and we're about to go in to questions and answers from people who have been sitting in on the interview/seminar that we've been holding here with Chris Elliott of MarketingRush. So Chris, I'll hand it over to you now and to the folks in the room so that you can cover and ground you want to cover and I'll catch you later. Thanks.*

Chris – Thanks a lot for having me Rob, and thanks to everyone for the kind words. I've noticed a lot of people talking about the PDF report on testing and tracking that I mentioned earlier. When we're done with this audio, I'll go and make a resource e-mail that will contain all the tools that I've been talking about including the list of ezine directories that you guys can go ahead and read. If you want to get that, shoot me an e-mail saying 'please send me the resource e-mail' I'll get that out to you, I'll know what you're talking about. On that note, I'll open up the floor, and if you have any questions, go ahead and ask them.

Question – *I know you mentioned joint ventures and owning your own products Chris, but what if you don't have your own product to give?*

Chris – *If I was you and didn't have a product, I'd probably be doing affiliate marketing, so you'd be promoting someone else's product for a chunk of the change. What I would do is actually build my own list first using the list building technique that I outlined about setting up a lead capture page and collecting e-mail addresses from pay per click traffic. The key with anything online is that you want to build a list.*

Chris - Even if you don't have your own product, you can still write up two or three articles, make a lead capture page, and put those into auto-response software (autoresponders) then you have three articles that were created and written by you that you researched. This begins to build a relationship. Once they've gotten those, you can go ahead and start recommending products that you've seen. Products that will help them out with what they're trying to do.

You then recommend them and get a chunk of the change splitting the money with the author. Usually with digital products, you get anywhere from twenty to sixty percent depending on the product. That's a good way to make income without having to have a product.

Question - *I have another question. I have an article that's been going around in my head for a long time, but I've never tried to write one yet. It might seem a little negative when I get it written. Would that be a deterrent to anyone reading it? What it would concern is 'what is a webmasters duty', but what I really wanted to write about might be really negative, but I think it's something that needs to be written. I'm afraid that webmasters might not read it.*

Chris – No, if you have an article, I would never worry about whether it's going to be negative. The number one thing would you need to get it out. You need to write it, you need to put it down on paper. The hard part is writing it down, the easy part is editing it. You can easily write it down and then take a

sentence that's in a negative tone and flip it around into a positive tone if you want to appease everybody.

You really don't have to appease everybody though, if you want to keep it a negative tone that just brings through your personality that's unique to the list. Definitely though, just write the article, get it out, put it on paper so that you have something to work from.

Question – *How about getting some people to read the article, and get some critique to help to polish it up?*

Chris – Yes, you could definitely do that. Notice there are a lot of good forums on the internet. Go ahead and find a message board that's related. Find a webmasters forum if you're writing a webmaster article, post it on there and be honest. Say hey, I just wrote this article, and I'd like some honest opinions on it, would you give me some criticism and let me know what you think, and they will. They'll tell you what they think.

You might not want to hear some of it, but it doesn't matter what you want, it matters what the people who read it want. Go ahead and have them tell you what they'd do to improve it, and what they did and didn't like about it. Basically you can finalize and edit your article based on what they said, and that's all free.

Question – *I agree with you Chris. I think nothing beats a valuation, and another thing that any of us could do as well if we're thinking along those lines is to read other peoples articles and start evaluating them. I think the moment you start evaluating other peoples work, you're forced into a frame of mind where you also have to evaluate your own work very carefully.*

Chris – Yeah, that's true. Personally, with me, I try to defeat that mechanism whenever I write. I don't try and be critical or even think about what I'm writing. When I do write, I just spit it out, I don't care how bad it sounds, I don't care what the grammar or the spelling is like. Editing is where the second nature comes in and you start analyzing your writing.

I know people on the internet who could easily write 20 or 30 articles on the niche that they're in, but they don't do it. They want to edit and they want to write all at the same time, and you just can't do that. Write first, edit second. If you can just get yourself into the habit of writing without editing, or critiquing you can get an incredible amount of writing out in a short period of time that you could turn into a report, or many articles.

Question – *Is it the done thing to ask other people about their opinions on things and put those in your article as long as you give them credit?*

Chris – Personally I wouldn't include content from anybody else. I wouldn't include any additional material to it. Basically all I'd do is post it there and say please give me your honest criticism. All I want them to tell me is what's wrong with it. That's what I want from them. I don't want anything else. You take those ideas and suggestions and take that into account. You don't want to get to the point where you're using that to add content, because then you get into copyright issues and having to give them credit. You don't want to have someone else's link in with yours when you could get all the credit for it by making the changes and additions yourself from suggestions on what they didn't like.

Question – *What I meant was ask for other peoples opinions about the subject that I'm writing about, not about the article itself, but just to get some of their feedback.*

Chris – Yeah, that's a good way to do it. Market research at it's finest. You can go and ask people what they're having problems with, and you can create dozens of articles just from asking them what their problems are. That's a great thing to do. I've done it myself which you can see in my list of articles. All I do is e-mail my list and ask them what they're having problems with and what I can help them with. Get a couple of a dozen responses and that's a couple of dozen article ideas. So yes, that's definitely a good idea.

Question – *Ok thank you. You were talking about recording. I don't know how much you use that in your correspondence, but I assumed from what you said that possibly you had used it. The reason that I like voice, is because I like humour, and I like for people to hear that. You can put enthusiasm in to a voice recording that you can't put down on paper. At least for me it's easier.*

Chris – Yeah, audio works incredibly well. And you asked about any other forms of advertising? Another one that I use is affiliate programs. Those ones are great. You don't have to pay a dime for any of the advertising. You set up your software, you get people to sign up, provide them pre-written ads for your product which they send out and get a chunk of the money. It's basically the same concept as joint ventures. I mean joint ventures is where you go out and prospect individual people that you know can sell your product, and try and get them to promote your product.

An affiliate program is more on a mass scale where you set up a sales letter for your affiliate program and you're sending traffic to it. Basically it becomes its own product but it doesn't cost any money. You send them there to the sales letter explaining the opportunity to earn money from promoting a product, you provide them tools to promote their product, ads, banners and the like, and you tell them how to advertise and then they do their advertising for you which works incredibly well.

Question – *You've said the magic word Chris. Tell them how to advertise. What are the best ways to advertise?*

Chris – Number one set up your own affiliate program, pay per click advertising is great. You do have to have a little bit of money to throw into it. You can start with very little actually. You can start with \$40 or \$50 and you can get hundreds of clicks for that and just re-invest the profit. Pay per click is definitely the fastest way to get traffic to your website. Ezine advertising can also work well.

I know people who are doing well with search engine optimization and getting search engine rankings, but that's not something I personally try and do because it takes an incredible amount of time and effort to do. The only benefit that I see to it is that it's free. Search engines change all the time too. One day you might have a top ranking and the next you might have zero. So I try and stick with buying advertising and joint ventures and affiliate programs as my main modes of advertising, so you know that it's a sure thing. You know the traffic is coming, you know you're not going to lose the traffic. You've paid for it, or you've made a deal with someone to send that traffic. It's guaranteed.

Question – *Hi Chris. I see a lot of programs out there on the net, different programs for advertising for free or whatever, and getting targeted traffic, but you don't get quality traffic. See what I'm saying there?*

Chris – yeah, there's a lot of programs like that out there. I'm not sure which programs you're referring to, but there are lots of them out there. There's 20,000 or more that say they're going to get you traffic, but the key is, turning your hype meter off.

They tell you so many crazy things, they hype up the offer, and it really wants to make you buy it, and then you get it, and as you said – the traffic is not targeted, the traffic doesn't buy and it's not effective advertising. If you pay for

pay per click, you get to choose the key words that people are using to see your ads, so if you were selling dog beds, the people who want to buy dog beds would type those key words into a search engine and see your ads. It'll be relevant.

Anybody that sees your link will have typed dog bed. If they click your ad, then you then pay for that. It could be as little as five cents, it could be as much or more than a dollar depending how many people are bidding on it. You will get results with pay per click traffic. There's no way you could not get traffic with pay per click if you're advertising to your target market. It's the same thing with joint ventures. You pick who's advertising for you. You go out, you look at websites, and say hey, this guys' dog site is relevant to my dog bed business, so you e-mail him or call him on the phone and you say hey, you know you have a dog website and I'm selling dog beds, how would you like to promote this, and I'll give you ten percent or fifty percent of the profits or whatever you've decided to give. If you make enough of those calls, you'll get a few people doing it, and it starts snowballing. Once you have ten or twenty it starts building itself, and they start telling their friends that have related sites, and you can really get a lot of sign ups that way.

Question – *On my websites I have adsense on there, would you say that helps out with targeted advertising having adsense and those google ads on your website or not?*

Chris – I personally wouldn't put google adsense on my website unless my sole purpose really was to make adsense income because the thing is, if you have a website and you're selling something, you want to have a product. You don't want them clicking an adsense ad. If you have a website that just has information on it, for free, then having those links is a great way to monetise that traffic and make money from their clicks. So if you have a product and you're trying to sell something, definitely don't use adsense. But if you have an information site that doesn't have a product or anything, put it on there to make money, definitely.

Question – *I know they bring you targeted ads depending on what you have on your website, whether it be corporations or communities, or whatever in the world out there.*

Chris – Yeah I'm currently running a small one page ad sense site that I'm working with. It's very simple, it has no use other than getting clicks, so people click through, and I make money from it.

Question – *You were talking earlier about if people can talk they can write an article, but wouldn't people rather get an e-mail from a real person rather than an article that was slick and had a lot of fancy words in it?*

Chris – So what you're asking is if you should use big words and try and come off as a professional when you're writing articles?

Question – *Well, to me sincerity means more than a lot of fancy words. I think really what brought me into the co-op world was Rob's sincerity and his lack of pressure. At the time that co-op world started, there were so many programs online and all you heard was hype. When you came in here to co-op world and you listened to Rob give a presentation, and you felt like you were listening to something really important, but someone wasn't hyping it for a change.*

Chris – Yeah, Rob has done very well with this service. I'm incredibly impressed. Today was my first day even getting on to the software, and the chatrooms, and I'm very impressed with it, but yeah definitely Rob is a very sincere guy, and that definitely comes across when he talks to people and writes stuff up on the web.

You want to put that in your ads. The thing is you shouldn't have to try to do it, you shouldn't be saying, ok how do I be sincere? You should just write from the heart. People always try to get into 'ad mode' when they write ads, which makes it sound like an ad, but you don't want it to. You want it to sound like you're writing, that I honestly believe in this product, I honestly think it'll help you out, I've checked it out – you want to be a real person to your subscribers. You don't want to be a canned corporate template.

Question – *I think when I wrote about co-op world, I did say that you have to see it to believe it. There's just too much to explain here in such a small area. Everybody is treated the same in here. You like to go in a place where everyone is treated like a real person, not like one person is more important than everybody else because they're spending a lot more money.*

Chris – Yeah, that's definitely something that Rob's done really well. As you can see it's created quite a nice little community here. Everyone enjoys listening to everyone else speak, everybody is open and happy to ask and answer questions. It's definitely great to be a part of this. I like it.

Question – *What I like about it is it's free, there's no cussing, there's no pornography, there's none of that other stuff in here. Just meeting people and talking to people, hopefully some day meeting people in person from around the world. That's just a great thing and I love it, and I'm doing everything I can to support it, to build it, and to build web pages and stuff to help people. That's one of my questions, free sites out there that you can promote your products.*

Chris – What kind of site are you running, do you have your own product? Are you offering free information, what's on the site?

Question – *It's advertising for co-op world.*

Chris – Ok so you bought an ad, and you're sending people to your co-op world affiliate link?

Question – *No, I made an ad. I'm just asking for an opinion on my ad to see if it's good or bad, or if I've done too much or too little?*

Chris – Ok, I'll go ahead and do a critique on your ad. What I see here is the headline at the top does not really tell me what's in it for me. Basically you have to think the number one benefit of co-op world to a person that's not involved in it. What's the number one benefit? Just from my quick glance, I'd say the number one benefit is build your circle of friends, network with professionals, create profitable joint ventures with people in your market. That would be ideal. Or throw how to in front of it.

That turns it into a how to do that, which basically makes this look like a report. Another thing I see is you have too many links here. You don't want to have four different links here. You don't want to have a link until the bottom. You want to engage them in the copy and get them reading about it, and then when they're on the edge, you want them to take action.

Another thing is (let me just pull this up on my web browser so I can be more accurate). I would have it in a centred table on the page. You don't want the text actually centred, because it garbles it all up like that. You want a table in the middle, centred on the page with the text left aligned to that table. Next up, you have too many colours on the page. Red is great for headlines, but it's not good for putting into text.

Another thing is you don't really have a benefit list here. You want to list the benefits. I'm sure Rob has a copy of the benefits of co-op world around here. I'm sure he wouldn't mind you copying and pasting it into your website, then changing it up and adding your personality to it. If I was you, I'd delete pretty much everyone on this website, put a headline up that says the number one

benefit – how to create million dollar joint ventures and meet successful people in your market today – put that up there in red, underline it, then I'd list down with double spaces, 15 or 20 bullet points, and then a call to action at the bottom. Make it seem like an experience, make it seem like it's a group, make it seem exclusive. Join this tight knit group of professionals today, build your business free of charge. Click here, take action now. That would be my quick critique of your site here.

Question – *I appreciate that Chris. I'll have to go through this later on here.*

Chris – Of course if you or anyone here has any questions, you can always e-mail me for a personal response. I don't have an assistant that answers my e-mails or anything, you'll always get me. Maybe we can talk on Skype one night if I'm available.

You can always get hold of me, I'm always here and I'm always going to be around. I notice quite a few people listening here, is there anyone that's just shy and has a question? Go ahead and spit it out. I'm here and at your disposal. Ask me any question you want.

Question – *Alright, real quick and then I'll let someone else talk here. What did you say earlier was the best method of free advertising aside from ezines?*

Chris – As far as free traffic, I stand by and preach about articles. I've said it a million times. It's not hard to write articles. Spend a day talking on a message board and reading articles on something else, and then try out what the articles say and write your own article. Write an article and get them out there. Get them in the ezine directories. It's easy, I mean it's really easy. You surf around the internet on a particular subject, and then you write your own article on it, then you take five minutes and you submit it to five article directories and boom, you're getting traffic. It does not get any easier or cheaper than that. It's 100% free. Go with that, if you stick with articles and did an article

every two days for a couple of months you'll be getting more traffic than you ever thought you would be getting.

Question – *That would work whether you have an affiliate program or not? Or your own program? I have just joined an affiliate program that I haven't had time to do much with.*

Chris – Yeah, articles are awesome. You know, the good thing about articles actually is another little system that I made up, and it's basically you can make money online without creating a product and without even having a website. How you would do that is to set up an autoresponder account with a site like Aweber.com or GetResponse.com (I'm not making any money from that recommendation, those are just the two best out there on the market).

You don't even have to write. This is how simple this is. You go to one of these sites, you buy the autoresponder account, you go to an article directory, find five to ten articles on a specific niche market that you're thinking about promoting an affiliate product in, load them into your autoresponder, and then at the bottom of every e-mail, you can throw in a link to the affiliate program you're promoting, and at the top of the e-mail, do the personal factor. Type in a one sentence blurb about what you did today. Then what you do is advertise with the subscription e-mail. Send a blank e-mail to xx@GetResponse.com. What that does is automatically signs their e-mail up to your autoresponder, and automatically sends those e-mails out to them. You can do that and have it set on complete autopilot.

Question – *That's actually wonderful information Chris. I attended a seminar a while ago actually on blogging, and it was fascinating, because the recommendation was to use a lot of links that are relevant of course, and send them to websites so you barely have to do any work. Search engine optimization using blogs.*

Chris – Yeah, blogging is an incredible way to get links. If you have a blog on a subject, chances are so will a hundred other people. Go to their blogs, post on it and link back to your site. Don't just go there and post your link – that's spamming, but go there, read their articles, comment on the articles, maybe give a few of your own thoughts and put your link to your site on it. Now you have a link back to your blog from theirs. Then you can go to your site and create a link to them. This is called a reciprocal link, and search engines love that.

Question – *Do you ever utilise spam e-mail at all? I subscribed to a list about ten years ago when I was green, little did I know it was going to be a list for everyone in the world to send ads to. I don't like to unsubscribe or report them because it seems so much easier just to delete them. What's your suggestion?*

Chris – I would definitely never be hesitant about unsubscribing or reporting someone. If it's not the original company or person that you signed up with that's e-mailing you, that's spam. I would report them. They're contributing to the ineffectiveness of e-mail marketing. I never spam, and I don't take spam. If someone spams me, I'll try and unsubscribe and be nice at first. I won't report them at all, but if I hear from them again, they're going to get reported. So if you've been getting spam for that long, click unsubscribe and give them a chance, but if they keep sending e-mails, report them.

I would never ever spam anybody. I only send e-mail to those who have signed up for my list voluntarily. If you spam people, that's the quickest way to get your domain name banned from the search engines. If you get banned from the search engines and get on e-mail blacklists, it doesn't matter how much spam you send, because none of it is going to get through, it's all going to get blocked, go into trashcans and never be seen by the people you're e-mailing.

Question – *I mean, do you ever utilise it? I went on a course that taught me how to use spam to my advantage... but it didn't sink in. Do you ever do that?*

Chris – I'm not sure what you mean there. If I get spam, I unsubscribe, if I get it again I report them and block them. I would never buy from a spam e-mail, I would never write to a person from a spam e-mail because basically what you're doing is supporting their spam. When people spam that messes up e-mail advertising and e-mail marketing and ezine publishing for everybody else, so I try not to have any kind of association or contact with them at all. If I do, I eliminate it as quickly as possible by unsubscribing or reporting them and getting it taken care of.

There are services out there now that you can use. You plug them into your e-mail account account, and whenever anyone sends you an e-mail, it'll mail them back before you see anything and say 'Verify your e-mail address to e-mail this person'. That way, if they're spammers, they'll never see your e-mail and you'll never even see their message, and for people that do know you, it'll send them a message saying 'I'm trying to control spam in my e-mail box. Please click on this link and this message will get to me forever from now on. So all your friends will be happy to click a link or reply to an e-mail and click send to get on a white-list to send you e-mail, and the people who are spamming you will never be able to get through to you again.

I guess we'll call that time, I really enjoyed doing this for you tonight.

Thanks a lot everybody, you guys have a good day.